

Serial No. 09/492,725

PATENT  
Attorney Docket No.: PD-980142**REMARKS**

The applicants have carefully considered the official action dated November 27, 2007, and the references cited therein. In the official action, claims 18-34 and 41-67 were rejected under 35 U.S.C. § 102(e) as anticipated by Hite et al. (U.S. Patent 5,774,170) and claims 18-34, 41-47, and 56-67 were rejected under 35 U.S.C. § 102(b) as anticipated by Park (U.S. Patent 5,627,549). By way of this response, the applicants have amended claims 18-34, 41-44, and 47-67. No new matter has been added. In view of the foregoing amendments and the following remarks, the applicants respectfully traverse the rejections and submit that all pending claims are in condition for allowance. The applicants respectfully request favorable reconsideration of this application.

The applicants respectfully submit that independent claim 18 is allowable over the applied art. Independent claim 18 is directed to a system to display digital advertisement information that includes, *inter alia*, software stored on a memory and adapted to be executed by a processor to receive an advertisement object and at least one network link associated with the advertisement object, wherein the network link specifies a storage location storing a plurality of image objects corresponding to the advertisement object, and wherein each of the image objects requires a different processing capability to be rendered by the receiver. Thus, in claim 18, each of the plurality of image objects requires a different processing capability of the receiver and is located at a storage location specified by a network link. In contrast, Park does not describe image objects, each requiring a different processing capability of a receiver. Instead, Park describes only displaying one type of graphic constituting a graphic indication such as a vector indicating distance and direction. *Park*, 5:29-32. In addition the graphic indication described by Park is generated by a microprocessor (60) in a travel information device (40). *Id.*, 5:33-39.

Serial No. 09/492,725

PATENT  
Attorney Docket No.: PD-980142

Thus, the graphic indication described by Park is not stored at a storage location specified by a network link.

Also, in contrast to claim 18, Hite et al. describe that commercials are received from advertisement agencies that created them and processed at an ad administration facility (100) for playback and transmission to end viewers via an ad transmission facility (200). *Hite et al.*, 9:2-28. The processed commercials are received at a receiver (410) at a display site, and the receiver (410) merely demodulates, decodes, and displays the commercials. *Id.*, 13:58-14:58. Hite et al. do not describe image objects, each requiring a different processing capability of a receiver as recited in claim 18. Nor do Hite et al. describe image objects stored at a storage location specified by a network link as recited in claim 18. In view of the foregoing, the applicants respectfully submit that the applied art does not describe or suggest the above-described elements of claim 18. Accordingly, the applicants respectfully submit that independent claim 18 and all claims dependent thereon are in condition for allowance.

The applicants respectfully submit that independent claims 24, 41, 48, and 56 are also allowable over the art of record for at least the reasons discussed above in connection with claim 18. Accordingly, the applicants respectfully submit that independent claims 24, 41, 48, and 56 and all claims dependent thereon are in condition for allowance.

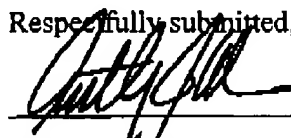
Serial No. 09/492,725

PATENT  
Attorney Docket No.: PD-980142

In view of the foregoing, the applicants respectfully submit that this application is in condition for allowance. If there are any remaining matters that the examiner would like to discuss, the examiner is invited to contact the undersigned representative at the telephone number set forth below.

Should any fees be associated with this submission, please charge Deposit Account 50-0383.

Respectfully submitted,



Anthony J. Orler  
Registration No. 41,232  
Attorney for Applicants

Dated: February 27, 2008

The DIRECTV Group, Inc.

CA/LA1/A109

P.O. Box 956

2230 E. Imperial Highway

El Segundo, CA 90245

Telephone No. 310-964-0735